

**IN THE CLAIMS**

*Kindly amend the claims as shown in the following listing of all claims:*

1. (Currently Amended) A method of verifying the authenticity of goods wherein a set of public plain text data and a security code is applied to the goods and, wherein upon receiving a request for verification, the public data applied to the goods is entered into a predetermined encryption algorithm to generate a verification code; characterised in that:

a said security code (10) is applied to the goods, said security code (10) having has been derived by means of a predetermined encryption algorithm (14) from said public data (8) plain text applied to the goods and a plurality of private data plain text sets (12) held by a verifier; and

and, upon receiving a request for verification, each private data plain text set (12) is entered into said predetermined encryption algorithm (14) together with the public data (8) plain text applied to the goods to generate a list of verification codes (24), and said list of verification codes (24) is compared with the security code (10) applied to the goods to assess the authenticity of goods.

2. (Currently Amended) A method according to claim 1, wherein the verifier maintains a log (30) of requests for verification and, upon receiving a request for verification, compares the public ~~data (8)~~ plain text applied to the goods with the data held in the log (30) to assess the authenticity of goods.

3. (Currently Amended) A method according to claim 1, wherein the public ~~data (8)~~ plain text includes a batch number.

4. (Currently Amended) A method according to claim 1, wherein the public ~~data (8)~~ plain text includes date information.

5. (Currently Amended) A method according to claim 1, wherein the private ~~data (12)~~ plain text includes an item number.

6. (Currently Amended) A method according to claim 1, wherein said public ~~data (8)~~ plain text and said security code (10) is incorporated into the design printed onto the goods as reversed out characters, blends or tints.

7. (Currently Amended) A method of marking goods to enable the authenticity of those goods to be verified, wherein a set of public plain text data and a security code is applied to the goods for use in a subsequent verification ~~process; characterized in that a security code (10) is applied to the goods process~~, said security code ~~(10)~~—having been derived by means of a predetermined encryption algorithm ~~(14)~~—from said public ~~data (8)~~ plain text applied to the goods and a plurality of private ~~data~~ plain text sets ~~(12)~~—held by a verifier.

8. (Currently Amended) A method according to claim 7, wherein the public ~~data (8)~~ plain text includes a batch number.

9. (Currently Amended) A method according to claim 7, wherein the public ~~data (8)~~ plain text includes date information.

10. (Currently Amended) A method according to claim 7, wherein said public ~~data (8)~~ plain text and said security code (10) is incorporated into the design printed onto the goods as reversed out characters, blends or tints.

11. (Currently Amended) Goods marked for verification purposes, each of said goods including a set of public ~~data~~ plain text and a security code applied to the goods for use in a subsequent verification process; ~~characterised in that each of said goods includes a security code (10) applied to the goods,~~ said security code ~~(10)~~ having been derived by means of a predetermined encryption algorithm from said public ~~data (8)~~ plain text applied to the goods and a plurality of private ~~data (12)~~ plain text sets held by a verifier.

12. (Currently Amended) Goods according to claim 11, wherein the public ~~data (8)~~ plain text includes a batch number.

13. (Currently Amended) Goods according to claim 11, wherein the public ~~data (8)~~ plain text includes date information.

14. (Currently Amended) Goods according to claim 11, wherein said public ~~data (8)~~ plain text and said security code (10) is incorporated into the design printed onto the goods as reversed out characters, blends or tints.